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# **Limits to cultural celebration: effects of cultural appropriation on consumer behavior**

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## LIMITS TO CULTURAL CELEBRATION: EFFECTS OF CULTURAL APPROPRIATION ON CONSUMER BEHAVIOR

**Abstract:** Recently, the fashion and luxury industry has received considerable backlash from cultural appropriation. However, some brands have succeeded at leveraging the effects of the phenomenon as a cultural collaboration. When does cultural appropriation lead to a bad brand attitude? Supported by the literature about cultural appropriation and cultural co-branding in the fashion industry, this study examines the moderation effect of ethnic congruency on the perception of cultural appropriation with a focus on Colombian culture. The results show no significant effect on ad evaluation, brand evaluation, and purchase intention, and are discussed based on the findings.

**Keywords:** Brand Perceptions, Consumer Behaviour, Country of Origin, Luxury brands, Cultural Appropriation, Ethnic Marketing

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## 1. Introduction

In an era where social media eases communication by removing physical borders between individuals, consumers have become aware of their power and are not afraid of making their voices heard. On the one hand, such proximity allows for better customer relationships, at the risk of triggering a crisis due to poor brand management (Doupnik 2018). On the other hand, social issues are more present than ever in our day-to-day lives and brands cannot ignore the trends without taking a stand. Along with racism, LGBTQphobia, and underrepresentation issues (Beausoleil 2021), cultural appropriation has been recently at the center of many controversies. However, whether the involvement of a brand is perceived as authentic or opportunistic highly impacts their image.

Roughly defined as the "*inappropriate adoption of the customs, practices or ideas of one group by another, typically more dominant group*" (Dawnn 2021), cultural appropriation is often mistaken as an act of celebration, in which a brand shows informed appreciation of another culture, as the line between both remains blurry. Considering consumer's expectations of authenticity and true collaboration between the brand and the minority it gets inspiration from, culture appreciation could be compared to a co-branding strategy.

While every brand is affected by the *Diet Prada* effect (Bromwich 2019), named after the famous Instagram page that calls out brands on their unethical practices, the fashion and luxury industry remains one of the main targets of online watchdogs. For instance, in 2019, the backlash undergone by Kim Kardashian's shapewear brand name forced her to change it from "*Kimono*" to "*Skims*" (Friedman 2021). During the same year, Nike had to withdraw their Air Force "*Puerto Rico*" model, after Panama's Guna community accused the brand of stealing their traditional "*mola*" design (The Jakarta Post 2021). Dior's 2019 *Sauvage* advertisement did not escape

criticism either, as they were called out for their offensive association of the Native American culture to a perfume of which the name recalls colonialism (Lieber 2019; Maiorescu-Murphy 2021). Nevertheless, Dior's primary goal was to celebrate, as the ad was created in collaboration with Americans for Indian Opportunity (Gassam Asare 2019). Aware of the potential backlash, Dior's creative director Maria Grazia Chiuri changed the approach for her 2020 Africa inspired Resort Collection and integrated the help of diverse specialists of African descent throughout the whole creative process and up to the runway, which took place on the African continent (Friedman 2019; Kyari 2019). Still, the collection received mixed reviews on social media, to which the brand had to respond with educative videos about the collaborative creative process, in an attempt to repair their reputation (Friedman 2019; Kyari 2019). Yet when J.C. Penney, one of the most popular department stores among the middle-class North American audience, launched an imported line from West Africa in 1992 targeting a black clientele, sales boomed (Halter 2007). Could this strategy still work in today's globalized and outspoken context without any significant backlash? If so, what are the limits to cultural celebration regarding consumer's brand perception, and what is the extent to which a brand can leverage its brand image through cultural collaboration?

In order to understand the levels of acceptance of a brand's cultural inspiration and their effects on their audience's attitude, this work project will first define cultural appropriation in the fashion industry. Then, given the research gap around consumer perceptions of cultural appropriation, different ethnic marketing, and consumer culture theories will be examined to set a theoretical framework, before empirically analyzing the effect of cultural collaboration on brand image.

## **1. Research question**

Marketing and culture are inescapably intertwined, thus resulting in an extensive focus on research. For instance, consumer culture theory and ethnic marketing are broadly explored in the

literature, as globalization and migration have opened a new world of business opportunities among ethnic minority consumers. More specific to consumer studies, the Country of Origin (COO) effect has been widely tested on various North American and European segments, mostly in the FMCG and luxury fields.

Nevertheless, it is worth noting that the specificities of such research are rather limited to certain segments, in certain fields. Indeed, North American consumers are considerably more studied when it comes to luxury goods while Southern or Eastern cultures are mainly targeted by ethnic marketing studies, the latter only considering the audiences of ethnic products out of their country of origin. While there are a plethora of articles discussing cultural appropriation in fashion, the literature is limited to case studies, without any empirical studies demonstrating the line between what is perceived as acceptable or not by the public. However, minority consumers have grown a stronger voice, influence, and purchasing power. Even though social media has given a voice to those minorities, given birth to new communities, and empowered them all at a global level, the literature tends to leave this factor aside.

Thus, this work project aims to contribute to the literature by studying an overlooked segment's attitude, that of the Latinx community, and especially Colombian consumers, towards a luxury brand that shows cultural integration in their designs and communication. The difference between the concerned community a brand is taking cultural elements from and the brand's target audience must be highlighted as those two segments are not affected by cultural appropriation in the same way. Indeed, while the latter's attitudes may be affected by the brand's reputation, the former is the one to determine whether there is appropriation or not. This study will therefore be focused on finding when the utilization of cultural elements from an ethnic group leads to negative brand perception.

## 2. Literature review

To understand the psychology of cultural appropriation (CA), it is necessary to understand the context in which it takes place, as well as the background of the groups it involves. As Matthes stated, to understand it, one must see how "*the source of the representation, coupled with the social inequalities...[this] plays a key role in explaining what can make cultural representations harmful acts of appropriation*" (2016, p. 352). Given the multifaceted dimension of this phenomenon, this study will remain within the fashion and luxury industry and will focus on Colombian consumers. As there is little literature on the direct effects of CA in the fashion and luxury industry on consumer behavior, this paper will start by reviewing the motives behind the minorities' insurrection and its effects on brand attitude. Given the globalized and culturally mixed context, it is important to take into consideration the consumer's perception of luxury brands as global actors, as well as their motives to accept or not the message they are conveying through brand image.

### 2.1. Defining Cultural Appropriation in the Fashion and Luxury Industry

According to Dr. Karen Dawnn, "*the line between celebration and appropriation gets crossed when there is the unacknowledged or inappropriate adoption of the customs, practices or ideas of one group by another, typically more dominant group*" (2020). Other authors broaden the concept to the use of a culture's symbols, expressions, artifacts, rituals, history, technologies, or intellectual property overall, by members of another culture, without its permission (Pozzo 2020; Rogers 2006; Schneider 2007). Among all the possible ways CA is likely to manifest, Scafidi illustrates how it emerges in fashion as she discusses some examples related to Asian culture: "*In fashion, cultural appropriation can play out in not only sexualized stereotypes — dragon-lady dominatrices and eager-to-please geishas — but also the elision of style elements from completely different cultures*

*and the treatment of Asian models as interchangeable props"*, she said, pointing out the importance of accurate representation of the models (2021).

### **2.1.1. A word on representation and identity**

Pr. Jones suggested in an interview that the most significant factor influencing the cultural appropriation phenomenon is the perceived representation of the minority, from the corporate environment to the brand communication. Representation plays an essential role in the issue, as Dr. Benedetta Morsiani, highlighted the role of minorities' underrepresentation in cultural appropriation awareness and how the younger generation becomes more vocal about it due to cultural diversity in metropolises (2021). She argues that the public outrage comes from a will to maintain and protect their already marginalized cultural identity. Moreover, identity is found to define an individual towards its community in addition to being constructed through consumption as well (Halter 2007).

### **2.1.2. Power dynamics**

Of specific relevance here is the role that power dynamics play in the phenomenon. Indeed, CA has been qualified of perpetuating "*the uneven power structures of colonialism*" (Anaya 2019), considering its exploitative dimension, especially within an industry that has been regarded as "*notoriously slow to act on matters of inclusivity*" (Forbes-Bell, Bardley, and Fagan 2019; Tai 2018a&b). Although its colonial roots and their ties with racism are at the core of the discussion, CA ultimately involves all types of oppressed communities and sub-cultures, such as the LGBTQ+ community. However, for the purpose of this study, the focus will be limited to ethnic groups.

### **2.1.3. The role of social media**

Cultural exchange not only makes sense in a globalized context, but it is also inevitable, and the conversational nature of the internet eased the process. On the one hand, without social media platforms, the backlash from CA would not have been as significant to impact brand reputation. Indeed, while CA has existed for centuries (Lunde 2019), social media was the catalyzer of the debate it generates as it gave more power to what used to be individual and geographically scattered voices, especially BAME's (Black, Asian and Minority Ethnic). Racism stands in the top three causes the Generation Z and Millennials are most passionate about on social media and would like to see brands involved in ("Activism In The Social Media Age" 2018; Rosenblatt 2020; "These Are The Top Causes Gen Z & Millennials Want Brands Involved In" 2021). Among all these social issues, cultural appropriation, too, has gained significant attention these recent years (Anaya 2019; Phagura 2021).

### **2.2.Cultural Appreciation as a Co-branding Strategy**

While the literature on cultural appreciation is scarce, there are a plethora of articles aiming to educate brands on how to avoid potential consumer backlash, suggesting a list of guidelines a brand should follow, from their corporate organization to their communication. Scafidi acknowledges CA's volatile character as she stated: *"It's perfect to describe the line between appropriation and appreciation, or perhaps misappreciation, as a line in the sand because it doesn't stand still. It shifts with time and space. In the sense that culture itself is very fluid and it is constantly shifting"* (2016). Therefore, as a rule of thumb of cultural appreciation assessment, she mentions the 3 S's, namely *source* (is the brand well informed about the minority?), *significance* (how significant is the cultural element to the minority?), and *similarity* (how similar is the inspiration from the original?).

From a marketing perspective, Avins and Quartz summarized it as follows: "*treat a cultural exchange like any other creative collaboration – give credit, and consider royalties*", thus comparing cultural appreciation to a co-branded collaboration (2015). Brazilian designer Oskar Metsavaht illustrates it with his Osklen's Spring 2016 collection, as not only did he fully integrate the Asháninka tribe in his creative process, he also paid for their permission to adapt their culture in his designs and works joining their fight against illegal loggers and environmental degradation of their native forest (Varagur 2021).

Co-branding collaborations have gained popularity in the fashion and luxury industries as, when deployed successfully, they allow brands to benefit from each other's savoir-faire, and align both brands' values in consumer's minds and reach new audiences (Oeppen J. & Jamal A., 2014). Although luxury businesses used to take great pride in their long heritage, the shifting market demographics, and technical advancements in marketing and branding, constantly push brands to adapt to the changing tides (Hartono 2020). Indeed, the growing affluent millennial and Gen Z population, values product exclusivity and original designs over brand history. As a result, to appeal to a younger demographic and stay relevant, some luxury labels have changed their image through collaborations, mostly with streetwear brands (Hartono 2020). This type of collaboration is qualified as value endorsements since they aim to achieve positive brand associations through the alignment of the brand with the right partner (Oeppen J. & Jamal A., 2014). Brands like Tommy Hilfiger pushed the concept further, as illustrated by his brand's lifelong relationship with African American artists and black culture, which received more praise than backlash (Lieber 2019). However, Lieber points out that such symbiosis started from the community, which the designer proactively saw as an opportunity to reach a new audience and grow a successful collaborative relationship, making him an ally. Such a situation is conceptualized by Consumer Culture theory,

which explains how consumers actively appropriate and recontextualize the symbolic meanings inherent in marketer-generated items to form individual and social identities (Özsomer and Altaras 2008). Another example of a brand leveraging a consumer culture strategy is that of Gucci, which, after a series of racism scandals, reactively partnered up with Dapper Dan, an iconic African-American designer that officialized the brand's connection to hip-hop culture, topping it with an exclusive store in Harlem (Cooper 2017; Ofiaza 2018).

Although exclusivity was found to be a key factor in a collaboration's success (Oeppen J. & Jamal A., 2014), representation and consistency played an essential role in these two cases' performance.

#### **2.2.1. Factors influencing the public's perception of cultural exchange**

It is important to distinguish two different groups to analyze brand perception of a brand that uses cultural elements from an ethnic group: the ethnic group members and the luxury brands' consumers, as the former will determine the exploitative nature of the cultural exchange and the latter might be affected by the reputation following a mediatic scandal.

Although there is no extensive research on consumer's perception of cultural co-branding, there are different angles to approach the issue from. However, Pr. Jones suggested the significance of representativeness when the consumer is first exposed to cultural appropriation (2021). On the one hand, social media is saturated with stimuli and the attention span decreases, therefore limiting rationality in the information process model and pushing the public towards heuristics (Kervyn 2019). On the other hand, when addressing a public whose motivation and ability are high, which is the case when an informed community is concerned, the information will be processed in depth (Kervyn 2019). However, when first exposed to visual elements, it must be highlighted that the

consumer is more likely to accept messages that are easy to process, thus congruent with their preferences. Furthermore, ethnic marketing research shows the salience of representation and racial congruency in purchase decision (Forbes-Bell, Bardley and Fagan 2019).

***Extrinsic and intrinsic cultural congruency*** - Research demonstrates that extrinsic congruency positively affects attitude and purchase intentions, as consumers have a favorable attitude towards products that are congruent with their self-image (Aaker 1999; Kastanakis and Balabanis 2014). Therefore, whether an individual identifies with their culture through the elements that are borrowed by the brand might determine how it will affect their attitude. Furthermore, considering the role representation plays in cultural appropriation's public outrage, the more the public sees themselves represented when confronted with a cultural co-branding might affect brand attitude as well. Research on racial congruency shows the positive effect of ethnic marketing on minority consumers, as BAME consumers are more likely to purchase products advertised by BAME models (Forbes-Bell, Bardley and Fagan 2019).

Intrinsic congruency also proved to be positively related to favorable attitudes and purchase intent, as qualitative perceptions are more favorable when there is evident consistency between the brand and its Country of Origin (COO) (Häubl and Elrod 1999; Aiello et al. 2009; Stoenescu, Căpățină and Cristea 2016). The more aligned the product is with the COO image, the greater the coherence, as the COO helps define the brand's personality, provided that the consumer is aware of the COO stereotypes. Indeed, a study found that another factor influencing the "Made in" effect bears on the cultural affinities with the COO and the level of consumer awareness about specificities of the COO (Aiello et al. 2009; Checchinato, Disegna and Vescovi 2013). When exposed to a foreign brand utilizing cultural elements to which they identify, ethnic minorities are expected to prefer an ad where the model's ethnicity is congruent with the culture, as opposed to

an incongruent ad. The higher the congruency, the better the attitude, resulting in cultural co-branding rather than cultural appropriation in the eyes of the ethnic group.

### 2.3.Hypotheses

The following hypotheses were formulated:

**H1a:** Consumers who strongly identify with the ethnicity evaluate ads featuring a Latin American (versus Caucasian) endorser wearing an ethnic design more positively.

**H1b:** Consumers who strongly identify with the ethnicity evaluate brands featuring a Latin American (versus Caucasian) endorser wearing an ethnic design more positively.

**H1c:** Consumers who strongly identify with the ethnicity have higher purchase intentions towards brands featuring a Latin American (versus Caucasian) endorser wearing an ethnic design more positively

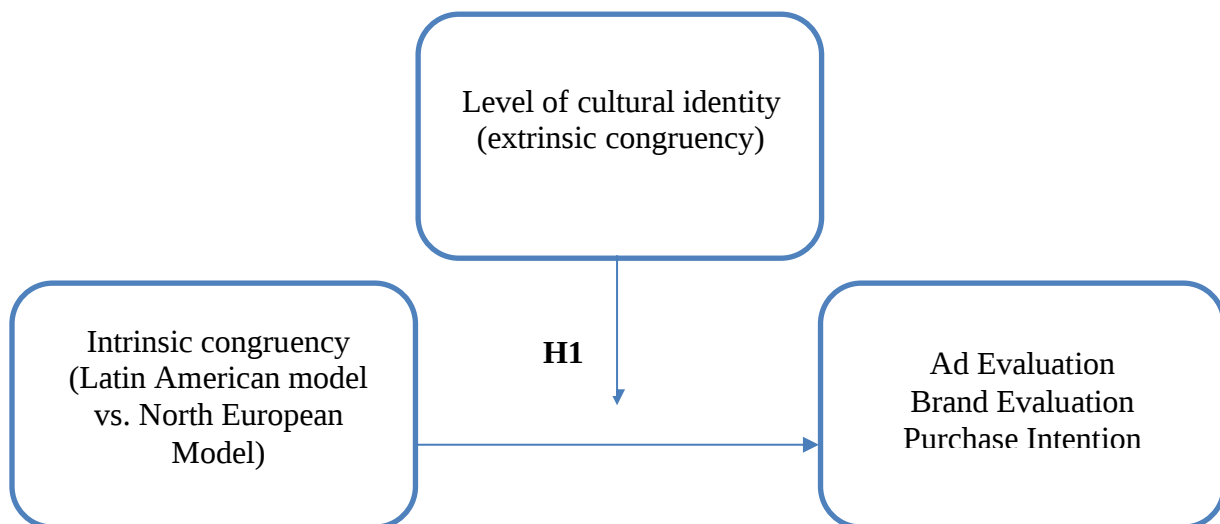


Figure 2. Conceptual Framework

#### 4. Methodology

This investigation used a two-by-two between-subjects design, (intrinsic congruency vs. non-congruency) X (high vs. low cultural identification, measured). Intrinsic congruency was represented by a Latin American model, wearing a Latinx-inspired design, whereas the non-congruent condition was represented by a Caucasian model, wearing a design incongruent with her ethnicity. The brand was explicitly from the U.S.A. and fictitious to eliminate any brand bias. Participants were randomly allocated to one of the two conditions. The models' ethnicities were significantly different, and both models were featured wearing a typical Colombian design, the "mola", which Nike used as well and was criticized for. The survey started by assessing their perception and opinion of the design and the brand, as well as their purchase intentions. The second part was about measuring cultural identity. The survey was distributed both in English and Spanish and adapted to Colombian consumers.



*Figure 1. Congruent vs. Incongruent ad*

**Ad evaluation measure.** Based on the runway's image, a 5-point Likert scale was used to rate the participants' preferences on three items (undesirable/desirable, negative/positive, dislike/like). The final ad evaluation index was the average of the three items (*Appendix 1*).

**Brand evaluation measure.** Similarly, a 5-point Likert scale was used to rate the participants' perception of the brand, on three items (undesirable/desirable, negative/positive, dislike/like). The final brand evaluation index was the average of the three items (*Appendix 1*).

**Purchase Intention.** Participants were asked how likely they were to purchase an item from the brand on a 5-point Likert scale. The question was not specific about the design to decrease the influence of personal taste (*Appendix 1*).

**Cultural identity.** As discussed earlier, consumers who strongly identify with the minority represented by the brand might have a more positive attitude towards a congruent ad. However, in this case, the minority is not likely to buy from a luxury brand. Therefore, to assess a potential consumer's perception and considering multidimensional scales of cultural identity, its measurement was adapted and divided into three parts. Colombian identity was assessed following the Cortés, Rogler and Malgady Bicultural Scale (CRM-BS) 4-point scale (Cortés, Rogler and Malgady 1994) (*Appendix 3*). Involvement was measured to assess how meaningful culture is in the participant's life and was adapted from O'Cass's (2000) Fashion Involvement Scale, into three items on a 5-point Likert scale weighted by Colombian culture familiarity. Familiarity was adapted into a shorter version from the Multidimensional Measure of Cultural Identity Scales for Latinos (MMCISL; Félix-Ortiz, Newcomb, & Myers, 1994) into two items on a 5-point Likert Scale to match involvement measures (*Appendix 2*). The questions were presented in a random order and

the average of these two measures would be the total involvement index. All three scales were previously validated.

**Demographic variables.** Participants' age, gender, education and level of income and location were recorded, as results might differ according to each variable. Indeed, admiration for Economically Developed Countries (EDC) might vary according to the level of education or the level of income, thus affecting the preference towards eurocentric beauty standards (Papadopoulos, Heslop and Bamossy 1990; Özsomer and Altaras 2008). In addition, if located in a white-dominated environment, the participant might be more saliently aware of their minority condition, thus affecting their perspective on representation. Finally, age was also tracked as younger generations might be more aware of the issue.

## **5. Data Analysis**

### **5.1. Sample**

The sample consisted of a closed cluster of 189 Colombian participants, 75.3% were aged 40+ and 18.5% were aged 18-24, most of which identified as "female" (69.3%). The level of education was overall high for the whole sample, as 46.6% had completed a Bachelor's degree and 41.3%, a Master's or higher. Finally, 69.9% of the participants had a high level of income, according to Colombia's social strata (*Appendix 4*).

### **5.2. Reliability**

Internal consistency was tested for the following variables: ad evaluation, brand evaluation, Colombian cultural involvement, Colombian culture familiarity and Colombian identity. Variables with a Cronbach's alpha of less than 0.7 would be dismissed, as the reliability condition put forward by DeVellis (2003) would not have been met. Although the number of items was lower than 10,

all cases presented a Cronbach's alpha value superior to 0.7 (*Appendix 5*), except for familiarity, which was removed from any further analysis.

### **5.3. Testing the moderation effect**

A multiple linear regression analysis was conducted to examine the moderation relationship between the dependent variables (ad evaluation, brand evaluation, purchase intention) and the four independent variables: intrinsic congruency, representing a categorical variable of two groups (Latin American vs. Caucasian Model) and level of cultural identity, with the involvement measures and the identity measures (*Appendix 6*). Then, income and education levels were added as covariates to verify any significant difference between upper and lower classes. However, due to the limited number of observations for lower-income levels, the three lower categories were grouped (*Appendix 7*).

## **6. Results**

From the regression tables, as well as from the ANOVA tables associated with each model, it is seen that there is no statistically significant impact of the independent variables on the dependent variables of interest, which is also deduced based on the  $R^2$  and adjusted  $R^2$  values obtained for the respective models (all below 0.1). For each hypothesis, even though the amount of variance explained by the model is too low, it is observed that there are no significantly large deviations. Homoscedasticity is tested based on the plots of fitted values versus residuals with random behaviors and the cook distances obtained are all below 0.5, indicating the absence of potentially influential values. Finally, the moderation study of the variables of interest results in a non-significant effect, with p-values greater than 0.05 associated with the F-test for each ANOVA table of the study (*Appendix 6*). Results remained inconclusive when adding the income and education levels as covariates (*Appendix 7*).

## **7. Discussion, limitations, and future research**

The study has various limitations that might explain the results starting with the preferences towards the design of the dress. Then, the variance of the sample was small in terms of age, income and education level and concentrated on the upper-middle class, thus not allowing for strong conclusions. Although two validated measures were used to assess how participants identified with the concerned culture, this audience is susceptible to have high admiration for Economically Developed Countries (EDC) and low levels of Consumer Ethnocentrism (CET), which affects the perception of foreign products through the COO effect (Papadopoulos, Heslop and Bamossy 1990; Bandyopadhyay, Wongtada and Rice 2011). Especially with luxury brands, as the higher the conspicuous consumption rate for a product category, the higher the Susceptibility to Normative Influence (SNI), which is thought to positively influence brand attitude in consumer culture theory as it ultimately affects the perceived globalness of a brand. Thus, the COO effect may be stronger on self-image than the cultural identity. The unknown aspect of the brand further enhances this effect, for the COO serves as a cue for values and quality (Aiello et al. 2009).

Furthermore, the context in which the participant took the study highly influences their perception as well. The Distinctiveness theory (DT) puts forward that an individual's minority status is enhanced by being a numeric minority, especially considering ethnicity (Brewer 1999; Grier and Brumbaugh 2004). While individuals in white-dominated contexts are more sensitive to ethnic cues within the media, more than 70% of the participants took the survey in a Latin American country, among which 69,63% were in Colombia, which might also explain the low levels of sensitivity towards ethnic cues, especially considering the Americanization of the country.

Finally, as mentioned previously, not only do co-brandings usually target younger generations, but the younger generations are the most vocal audiences about social issues, therefore the ones at the source of the backlash.

This study only focused on ethnic congruency, but all the other factors mentioned above can be tested for cultural collaboration perception. Thorough exploratory factor analyses can examine the weight of each factor on cultural appropriation perception. In particular, the COO effect has been quite under-researched for emerging countries. In addition, factors affecting co-branding success can also be examined for cultural collaboration cases, as prior research has suggested that the greater the exclusivity (number of co-branded partnerships), the stronger influence the influence on customer perceptions of the co-brand initiator (Oeppen J. & Jamal A. 2014; Newmeyer et al. 2013). Furthermore, it is also interesting to research what ultimately affects the brands once the backlash has been caused. Indeed, while cultural appropriation is determined by the concerned minority, a mediatic scandal can ultimately affect the brand's target audience.

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## 9. Appendices

### Appendix 1. Survey questions – part 1.

Please evaluate this advertisement.

|             |                       |                       |                       |                       |                       |           |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| Undesirable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Desirable |
| Negative    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Positive  |
| Dislike     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Like      |

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Based on the previous advertisement, please evaluate this brand.

|             |                       |                       |                       |                       |                       |           |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| Undesirable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Desirable |
| Negative    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Positive  |
| Dislike     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Like      |

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Would you purchase an item from this brand?

|               |                       |                       |                       |                       |                       |                |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| Definitely no | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Definitely yes |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|

### Appendix 2. Survey questions – part 2.

Please rate these statements to what describes you best

|                                                                           | Strongly disagree     | Somewhat disagree     | Neither agree nor disagree | Somewhat agree        | Strongly agree        |
|---------------------------------------------------------------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I would say colombian craftmanship is central to my identity as a person. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I am familiar with Colombian fine art and artists.                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Colombian culture is a significant part of my life.                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I know about Colombian cultural legends and symbols.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I identify with colombian culture by purchasing colombian craftmanship.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

### Appendix 3. Survey questions – part 3.

Please rate these statements to what describes you best

|                                                                          | Not at all            | A little              | Quite a bit           | Very much             |
|--------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| How much are Colombian values a part of your life?                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How important is it to you to raise your children with Colombian values? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How proud are you of being Colombian?                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### Appendix 4. Descriptive statistics of the sample

#### Age

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 18–24 | 16        | 8.4     | 8.5           | 8.5                |
|       | 25–30 | 19        | 10.0    | 10.1          | 18.5               |
|       | 31–35 | 4         | 2.1     | 2.1           | 20.6               |
|       | 36–40 | 7         | 3.7     | 3.7           | 24.3               |
|       | 40+   | 143       | 75.3    | 75.7          | 100.0              |
|       | Total | 189       | 99.5    | 100.0         |                    |

#### Education

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | High School | 3         | 1.6     | 1.6           | 1.6                |
|       | Bachelors   | 20        | 10.5    | 10.6          | 12.2               |
|       | Master's    | 88        | 46.3    | 46.6          | 58.7               |
|       | PhD Higher  | 78        | 41.1    | 41.3          | 100.0              |
|       | Total       | 189       | 99.5    | 100.0         |                    |

### Income

|       |          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 6 (High) | 74        | 38.9    | 39.2          | 39.2               |
|       | 5        | 58        | 30.5    | 30.7          | 69.8               |
|       | 4        | 37        | 19.5    | 19.6          | 89.4               |
|       | 3        | 18        | 9.5     | 9.5           | 98.9               |
|       | 2        | 1         | .5      | .5            | 99.5               |
|       | 1 (Low)  | 1         | .5      | .5            | 100.0              |
|       | Total    | 189       | 99.5    | 100.0         |                    |

### Gender

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Female            | 131       | 68.9    | 69.3          | 69.3               |
|       | Male              | 53        | 27.9    | 28.0          | 97.4               |
|       | Non-binary        | 1         | .5      | .5            | 97.9               |
|       | Prefer not to say | 4         | 2.1     | 2.1           | 100.0              |
|       | Total             | 189       | 99.5    | 100.0         |                    |

### Appendix 5. Reliability analysis

#### Scale: Cultural Involvement

##### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 189 | 99.5  |
|       | Excluded <sup>a</sup> | 1   | .5    |
|       | Total                 | 190 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .717             | 3          |

#### Scale: Cultural Familiarity

##### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 189 | 99.5  |
|       | Excluded <sup>a</sup> | 1   | .5    |
|       | Total                 | 190 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .628             | 2          |

## Scale: Colombian identity

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 189 | 99.5  |
|       | Excluded <sup>a</sup> | 1   | .5    |
|       | Total                 | 190 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867             | 3          |

## Appendix 6. Moderation Analysis

### Appendix 6.1. Ad Evaluation as dependable variable

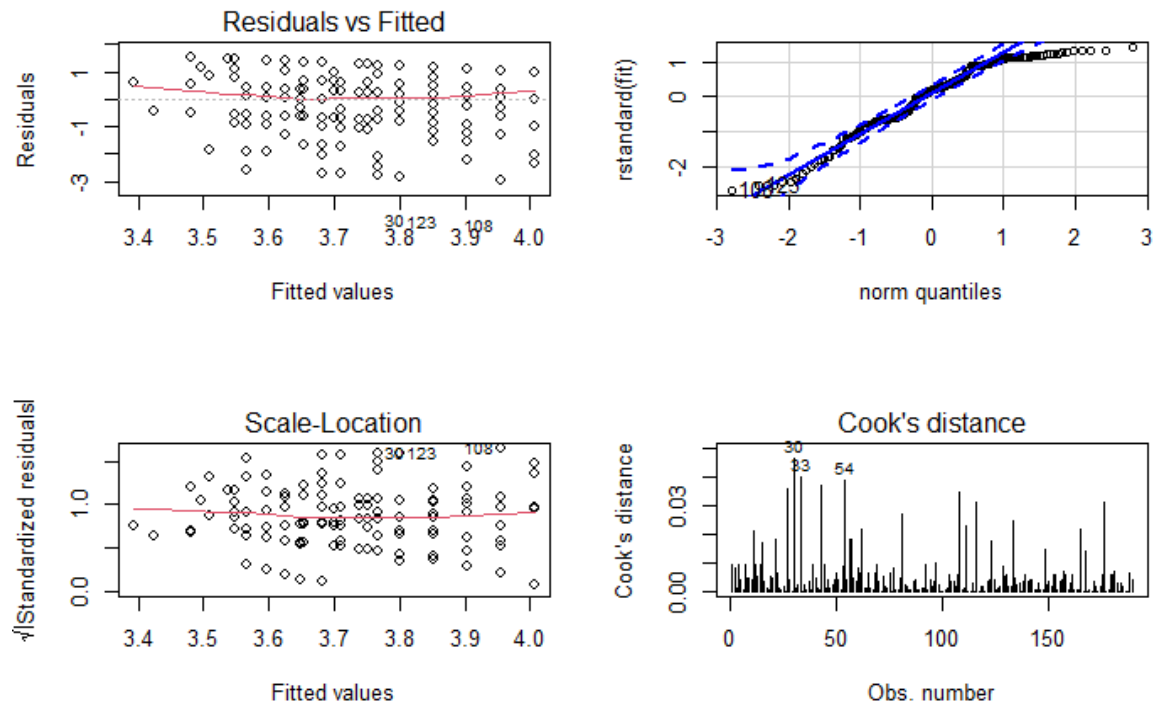
#### Ad\_Index ~ Model\_Display\*Index\_Cult\_Involv

Regression Matrix: ( $R^2$ : 0.016 –  $R^2$  adjusted: 0.00)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 3,337    | 0,484      | 6,900   | 0,000    |
| Model_Display1                   | -0,096   | 0,681      | -0,141  | 0,888    |
| Index_Cult_Involv                | 0,086    | 0,123      | 0,702   | 0,484    |
| Model_Display1:Index_Cult_Involv | 0,067    | 0,173      | 0,387   | 0,699    |

Moderation effect (Interaction Model\_Display\*Index\_Cult\_Involv):

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Model_Display                   | 1,000   | 1,232   | 1,232   | 1,005   | 0,317  |
| Index_Cult_Involv               | 1,000   | 2,371   | 2,371   | 1,934   | 0,166  |
| Model_Display:Index_Cult_Involv | 1,000   | 0,184   | 0,184   | 0,150   | 0,699  |
| Residuals                       | 185,000 | 226,804 | 1,226   |         |        |



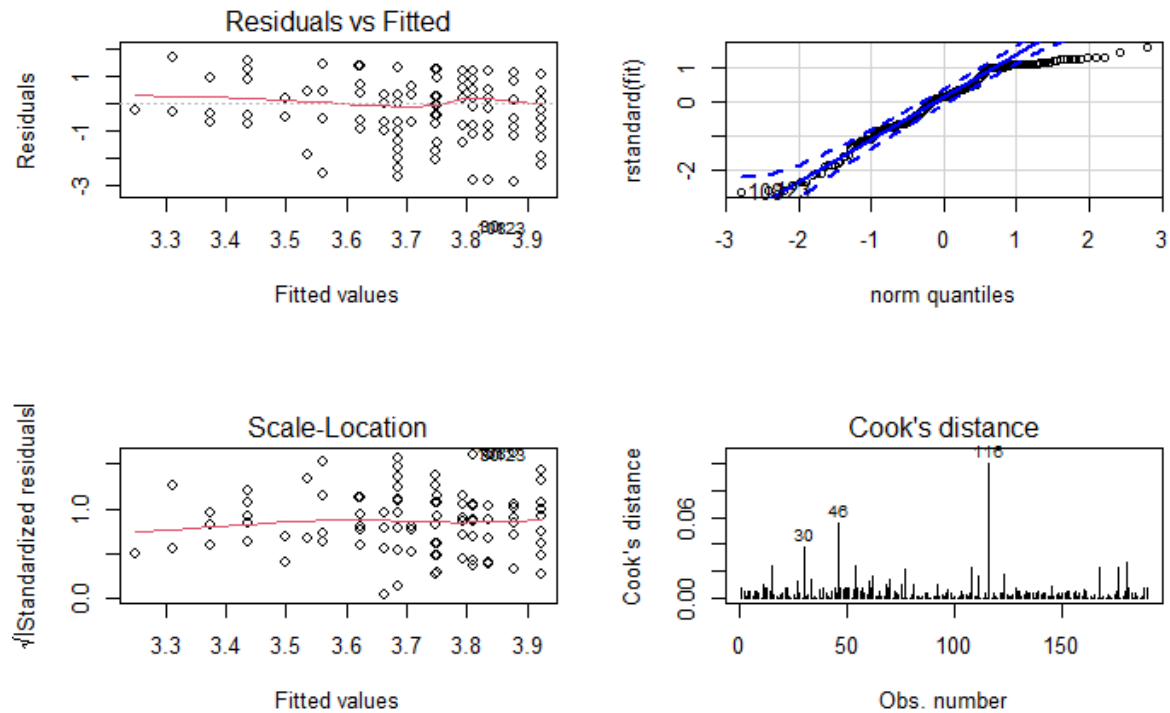
**Ad\_Index ~ Model\_Display:Score\_COL\_ID**

*Regression Matrix: ( $R^2$ : 0.017 -  $R^2$  adjusted: 0.001)*

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 3,064    | 0,512      | 5,980   | 0,000    |
| Model_Display1              | 0,343    | 0,729      | 0,470   | 0,639    |
| Score_COL_ID                | 0,062    | 0,052      | 1,207   | 0,229    |
| Model_Display1:Score_COL_ID | -0,019   | 0,073      | -0,265  | 0,792    |

*Moderation effect (Interaction Model\_Display\* Score\_COL\_ID):*

|                            | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|----------------------------|---------|---------|---------|---------|--------|
| Model_Display              | 1,000   | 1,232   | 1,232   | 1,005   | 0,317  |
| Score_COL_ID               | 1,000   | 2,548   | 2,548   | 2,079   | 0,151  |
| Model_Display:Score_COL_ID | 1,000   | 0,086   | 0,086   | 0,070   | 0,792  |
| Residuals                  | 185,000 | 226,725 | 1,226   |         |        |



## Appendix 6.2. Brand Evaluation as dependable variable

**Brand\_Index ~ Model\_Display: Index\_Cult\_Involv**

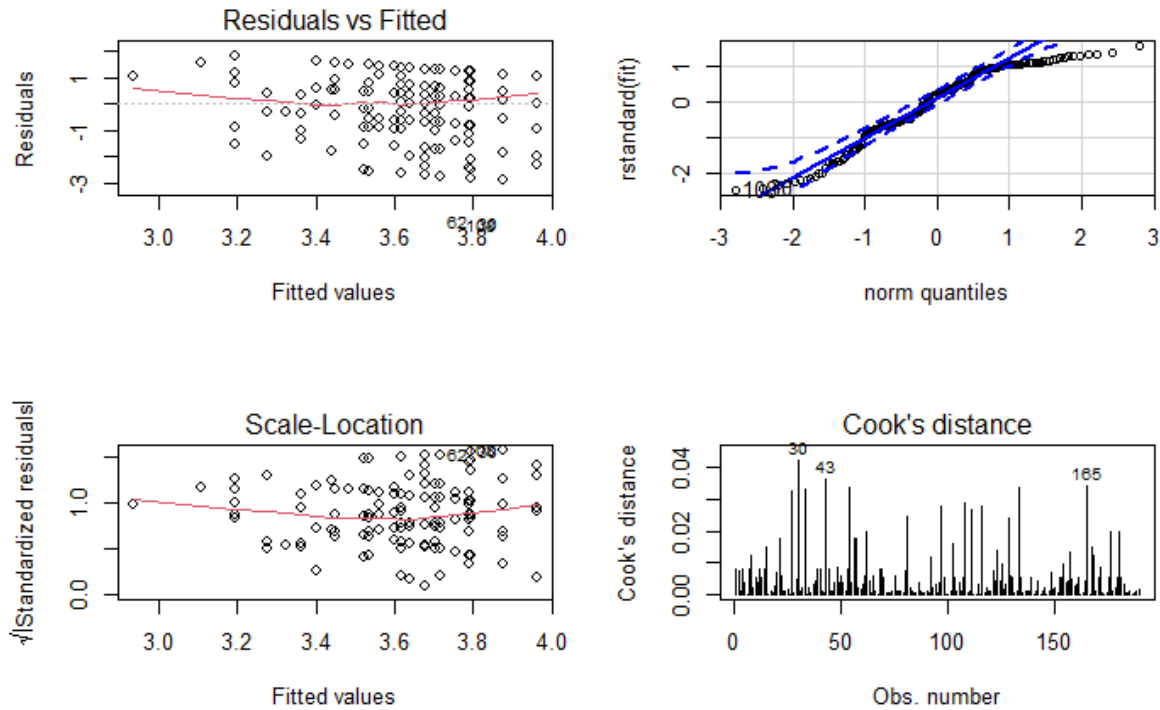
Regression Matrix: ( $R^2$ : 0.025 –  $R^2$  adjusted: 0.009)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 3,209    | 0,510      | 6,291   | 0,000    |
| Model_Display1                   | -0,526   | 0,718      | 0,732   | 0,465    |
| Index_Cult_Involv                | 0,117    | 0,130      | 0,902   | 0,368    |
| Model_Display1:Index_Cult_Involv | 0,138    | 0,182      | 0,760   | 0,448    |

Moderation effect (Interaction Model\_Display\* Index\_Cult\_Involv)

:

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Model_Display                   | 1,000   | 0,003   | 0,003   | 0,002   | 0,965  |
| Index_Cult_Involv               | 1,000   | 5,753   | 5,753   | 4,218   | 0,041  |
| Model_Display:Index_Cult_Involv | 1,000   | 0,788   | 0,788   | 0,578   | 0,448  |
| Residuals                       | 185,000 | 252,336 | 1,364   |         |        |



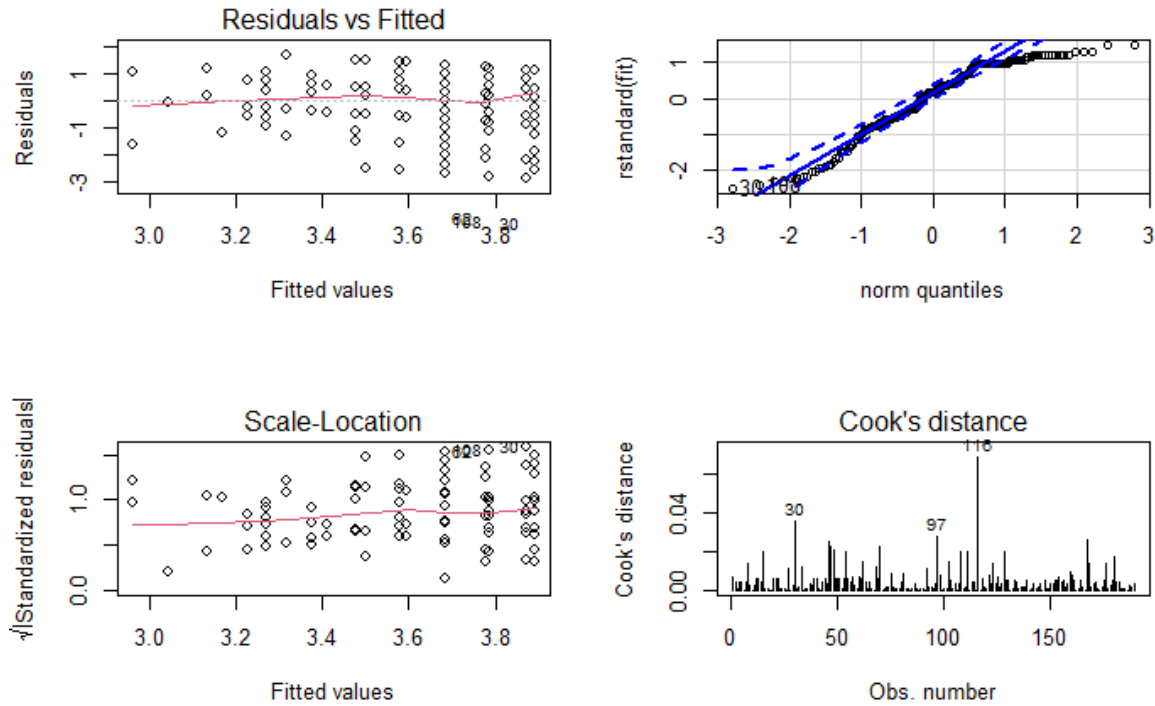
**Brand\_Index ~ Model\_Display: Score\_COL\_ID**

*Regression Matrix: ( $R^2$ : 0.039 -  $R^2$  adjusted: 0.018)*

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 2,766    | 0,538      | 5,139   | 0,000    |
| Model_Display1              | -0,112   | 0,766      | 0,146   | 0,884    |
| Score_COL_ID                | 0,092    | 0,054      | 1,697   | 0,091    |
| Model_Display1:Score_COL_ID | 0,011    | 0,077      | 0,142   | 0,887    |

*Moderation effect (Interaction Model\_Display\* Score\_COL\_ID):*

|                            | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|----------------------------|---------|---------|---------|---------|--------|
| Model_Display              | 1,000   | 0,003   | 0,003   | 0,002   | 0,965  |
| Score_COL_ID               | 1,000   | 8,733   | 8,733   | 6,459   | 0,012  |
| Model_Display:Score_COL_ID | 1,000   | 0,027   | 0,027   | 0,020   | 0,887  |
| Residuals                  | 185,000 | 250,117 | 1,352   |         |        |



### Appendix 6.3. Purchase Intention as dependable variable

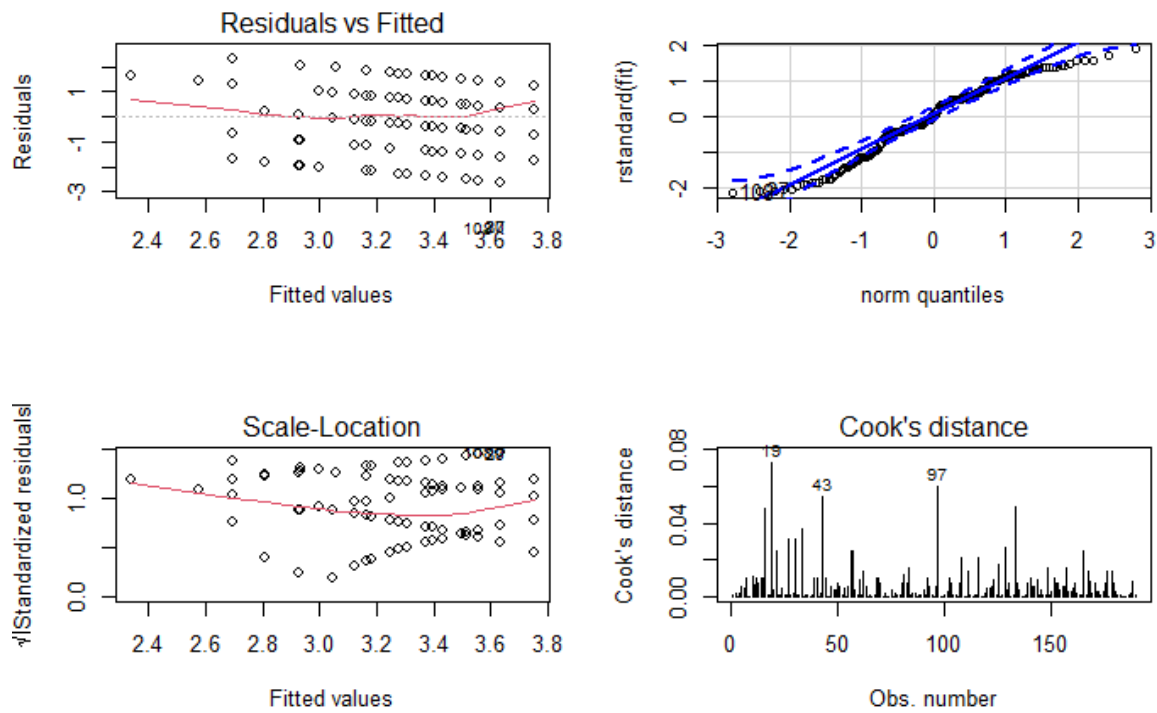
**Purch\_Int ~ Model\_Display: Index\_Cult\_Involv**

Regression Matrix: ( $R^2$ : 0.044 -  $R^2$  adjusted: 0.029)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 2,623    | 0,542      | 4,837   | 0,000    |
| Model_Display1                   | -0,633   | 0,763      | 0,830   | 0,408    |
| Index_Cult_Involv                | 0,187    | 0,138      | 1,356   | 0,177    |
| Model_Display1:Index_Cult_Involv | 0,165    | 0,194      | 0,853   | 0,395    |

Moderation effect (Interaction *Model\_Display\*Index\_Cult\_Involv*):

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Model_Display                   | 1,000   | 0,000   | 0,000   | 0,000   | 0,986  |
| Index_Cult_Involv               | 1,000   | 12,033  | 12,033  | 7,806   | 0,006  |
| Model_Display:Index_Cult_Involv | 1,000   | 1,121   | 1,121   | 0,727   | 0,395  |
| Residuals                       | 185,000 | 285,174 | 1,541   |         |        |



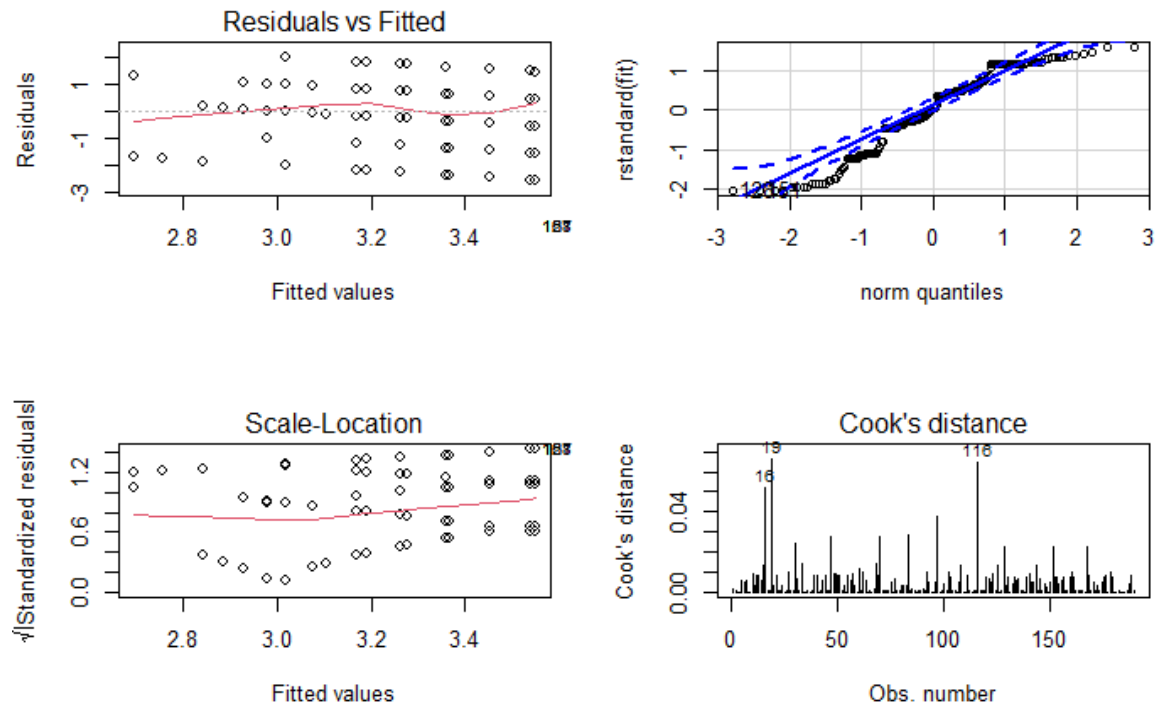
**Purch\_Int ~ Model\_Display :Score\_COL\_ID**

*Regression Matrix: ( $R^2$ : 0.026 -  $R^2$  adjusted: 0.010)*

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 2,494    | 0,580      | 4,298   | 0,000    |
| Model_Display1              | -0,081   | 0,826      | 0,099   | 0,922    |
| Score_COL_ID                | 0,087    | 0,058      | 1,491   | 0,138    |
| Model_Display1:Score_COL_ID | 0,007    | 0,083      | 0,091   | 0,928    |

*Moderation effect (Interaction Model\_Display\*Score\_COL\_ID):*

|                            | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|----------------------------|---------|---------|---------|---------|--------|
| Model_Display              | 1,000   | 0,000   | 0,000   | 0,000   | 0,986  |
| Score_COL_ID               | 1,000   | 7,596   | 7,596   | 4,834   | 0,029  |
| Model_Display:Score_COL_ID | 1,000   | 0,013   | 0,013   | 0,008   | 0,928  |
| Residuals                  | 185,000 | 290,719 | 1,571   |         |        |



## Appendix 7. Moderation analysis with Income and Education levels as covariates

### Appendix 7.1. Ad Evaluation – Income level

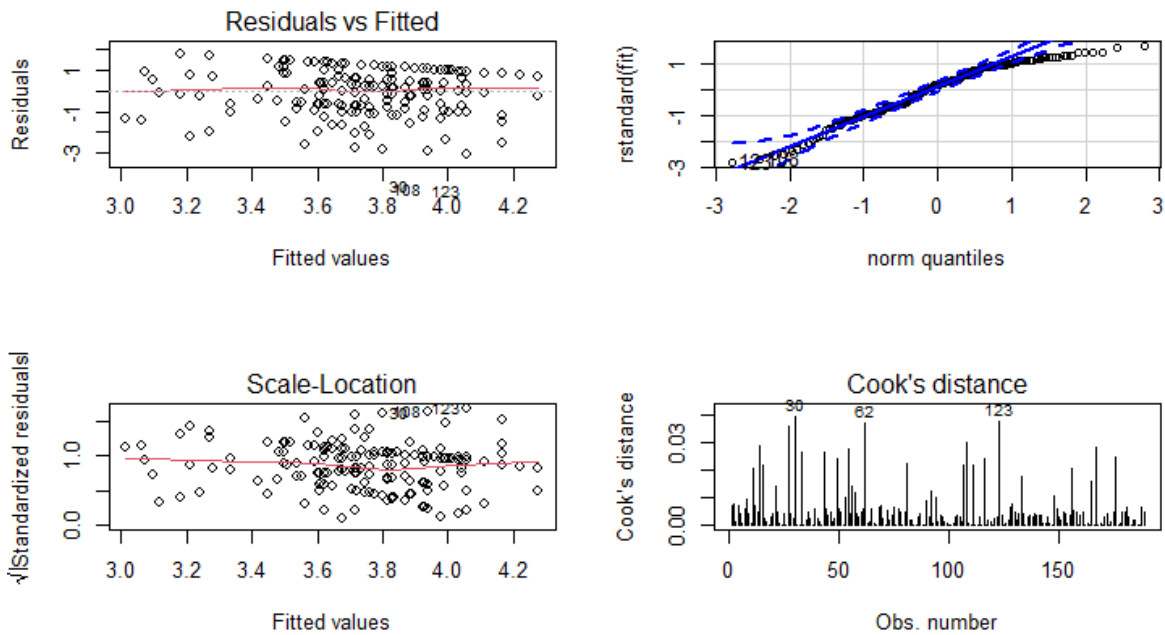
**Ad\_Index ~ Income + Model\_Display\*Index\_Cult\_Involv**

Regression Matrix: ( $R^2$ : 0.050 –  $R^2$  adjusted.019)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 3,336    | 0,481      | 6,935   | 0,000    |
| Income2                          | 0,039    | 0,194      | 0,204   | 0,839    |
| Income3                          | 0,281    | 0,222      | 1,269   | 0,206    |
|                                  |          |            | -       |          |
| Income4                          | -0,493   | 0,278      | 1,777   | 0,077    |
|                                  |          |            | -       |          |
| Model_Display1                   | -0,169   | 0,676      | 0,250   | 0,803    |
| Index_Cult_Involv                | 0,085    | 0,123      | 0,695   | 0,488    |
| Model_Display1:Index_Cult_Involv | 0,080    | 0,171      | 0,469   | 0,639    |

Moderation effect (Interaction Model\_Display\*Index\_Cult\_Involv) and Income:

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Income                          | 3,000   | 7,802   | 2,601   | 2,161   | 0,094  |
| Model_Display                   | 1,000   | 0,939   | 0,939   | 0,780   | 0,378  |
| Index_Cult_Involv               | 1,000   | 2,588   | 2,588   | 2,151   | 0,144  |
| Model_Display:Index_Cult_Involv | 1,000   | 0,265   | 0,265   | 0,220   | 0,639  |
| Residuals                       | 182,000 | 218,996 | 1,203   |         |        |



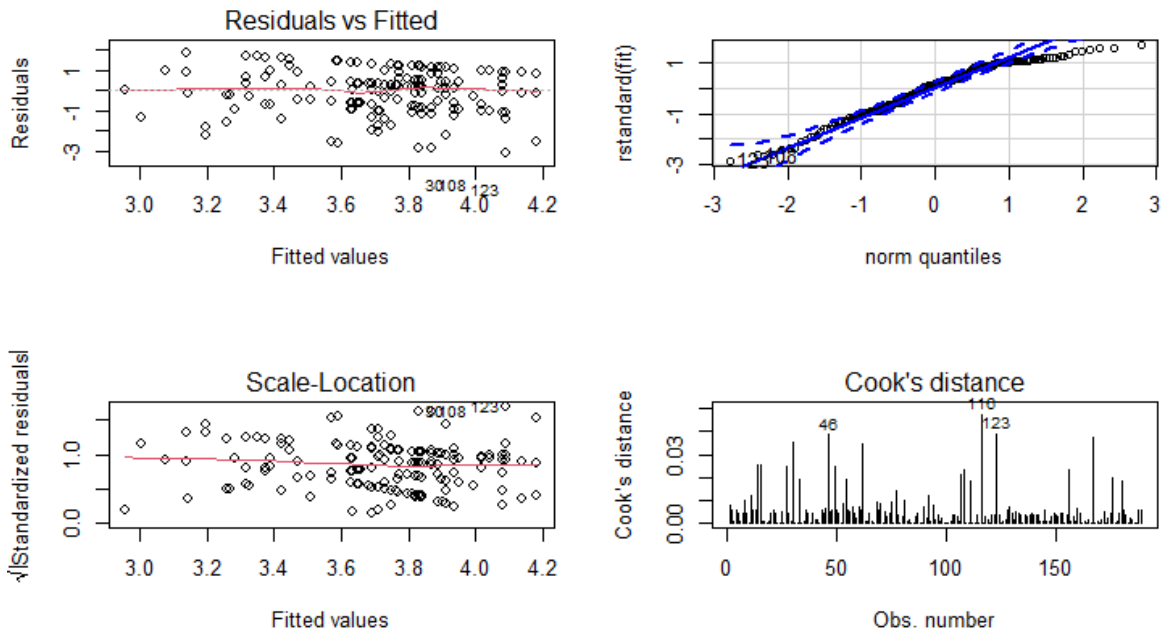
**Ad\_Index ~ Income + Model\_Display:Score\_COL\_ID**

Regression Matrix: ( $R^2$ : 0.049 -  $R^2$  ajustado: 0.018)

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 3,086    | 0,510      | 6,055   | 0,000    |
| Income2                     | 0,020    | 0,195      | 0,105   | 0,916    |
| Income3                     | 0,269    | 0,223      | 1,206   | 0,229    |
|                             |          |            | -       |          |
| Income4                     | -0,492   | 0,278      | 1,771   | 0,078    |
| Model_Display1              | 0,268    | 0,729      | 0,368   | 0,713    |
| Score_COL_ID                | 0,060    | 0,052      | 1,169   | 0,244    |
|                             |          |            | -       |          |
| Model_Display1:Score_COL_ID | -0,014   | 0,073      | 0,187   | 0,852    |

Moderation effect (Interaction Model\_Display\*Score\_COL\_ID) and Income:

|                            | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|----------------------------|---------|---------|---------|---------|--------|
| Income                     | 3,000   | 7,802   | 2,601   | 2,159   | 0,094  |
| Model_Display              | 1,000   | 0,939   | 0,939   | 0,780   | 0,378  |
| Score_COL_ID               | 1,000   | 2,575   | 2,575   | 2,138   | 0,145  |
| Model_Display:Score_COL_ID | 1,000   | 0,042   | 0,042   | 0,035   | 0,852  |
| Residuals                  | 182,000 | 219,232 | 1,205   |         |        |



## Appendix 7.2. Brand Evaluation – Income level

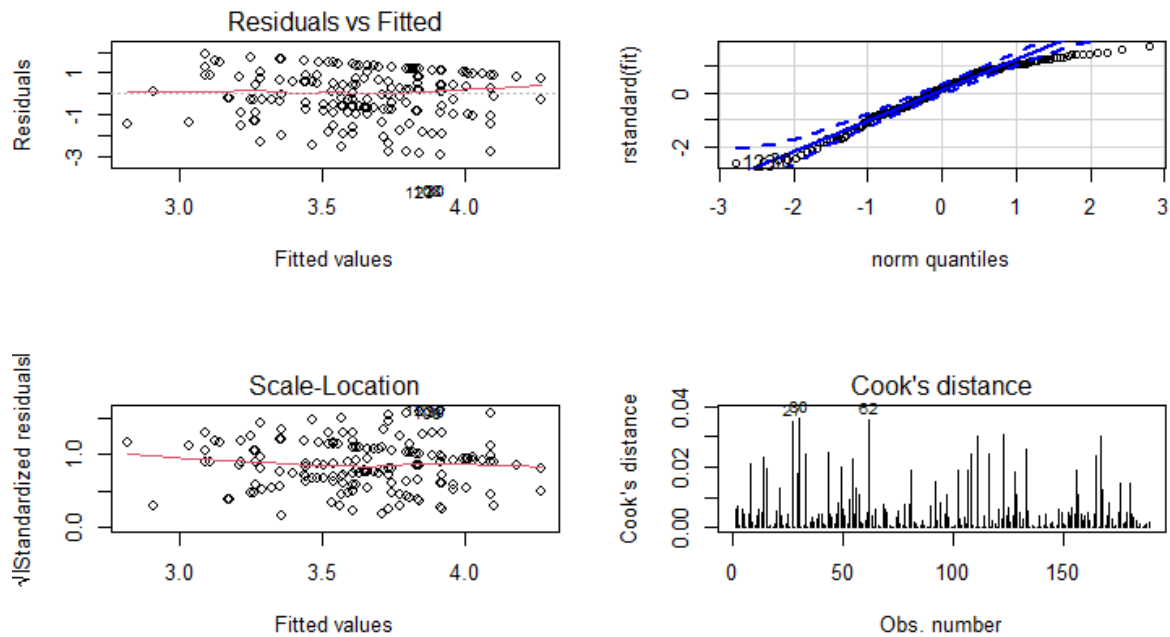
**Brand\_Index ~ Income + Model\_Display: Index\_Cult\_Involv**

Regression Matrix: ( $R^2$ : 0.056 –  $R^2$  ajustado: 0.025)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 3,181    | 0,508      | 6,259   | 0,000    |
| Income2                          | 0,126    | 0,205      | 0,616   | 0,538    |
| Income3                          | 0,385    | 0,234      | 1,644   | 0,102    |
|                                  |          |            | -       |          |
| Income4                          | -0,361   | 0,293      | 1,231   | 0,220    |
|                                  |          |            | -       |          |
| Model_Display1                   | -0,624   | 0,715      | 0,873   | 0,384    |
| Index_Cult_Involv                | 0,107    | 0,130      | 0,827   | 0,409    |
| Model_Display1:Index_Cult_Involv | 0,159    | 0,181      | 0,875   | 0,383    |

Moderation effect (Interaction Model\_Display\*Index\_Cult\_Involv) and Income:

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Income                          | 3,000   | 7,651   | 2,550   | 1,899   | 0,131  |
| Model_Display                   | 1,000   | 0,009   | 0,009   | 0,007   | 0,936  |
| Index_Cult_Involv               | 1,000   | 5,739   | 5,739   | 4,273   | 0,040  |
| Model_Display:Index_Cult_Involv | 1,000   | 1,029   | 1,029   | 0,766   | 0,383  |
| Residuals                       | 182,000 | 244,451 | 1,343   |         |        |

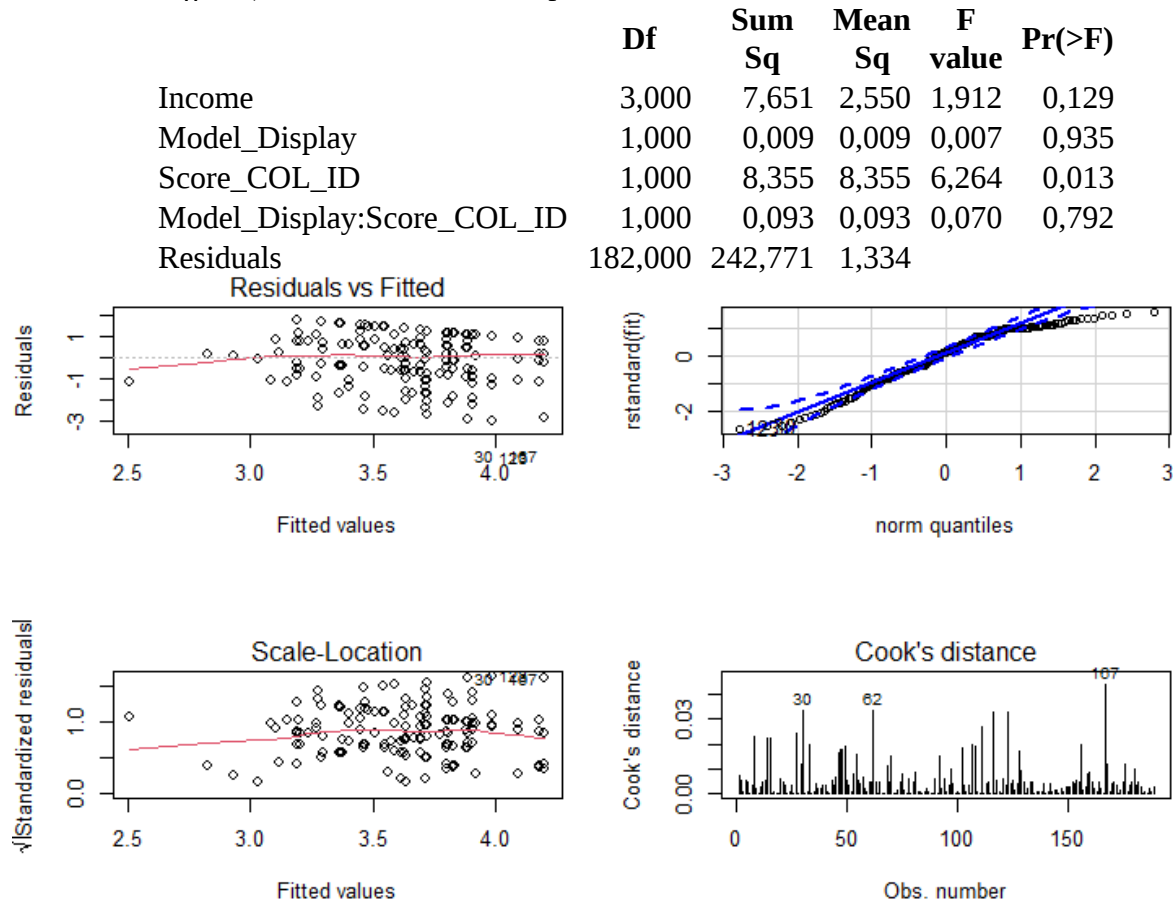


**Brand\_Index ~ Income + Model\_Display: Score\_COL\_ID**

Regression Matrix: ( $R^2$ : 0.062 -  $R^2$  ajustado: 0.031)

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 2,772    | 0,536      | 5,169   | 0,000    |
| Income2                     | 0,079    | 0,205      | 0,387   | 0,699    |
| Income3                     | 0,370    | 0,234      | 1,579   | 0,116    |
| Income4                     | -0,361   | 0,292      | 1,234   | 0,219    |
| Model_Display1              | -0,222   | 0,767      | 0,290   | 0,772    |
| Score_COL_ID                | 0,086    | 0,054      | 1,589   | 0,114    |
| Model_Display1:Score_COL_ID | 0,020    | 0,077      | 0,264   | 0,792    |

Moderation effect (Interaction Model\_Display\*Score\_COL\_ID) and Income:



## Appendix 7.2. Brand Evaluation – Income level

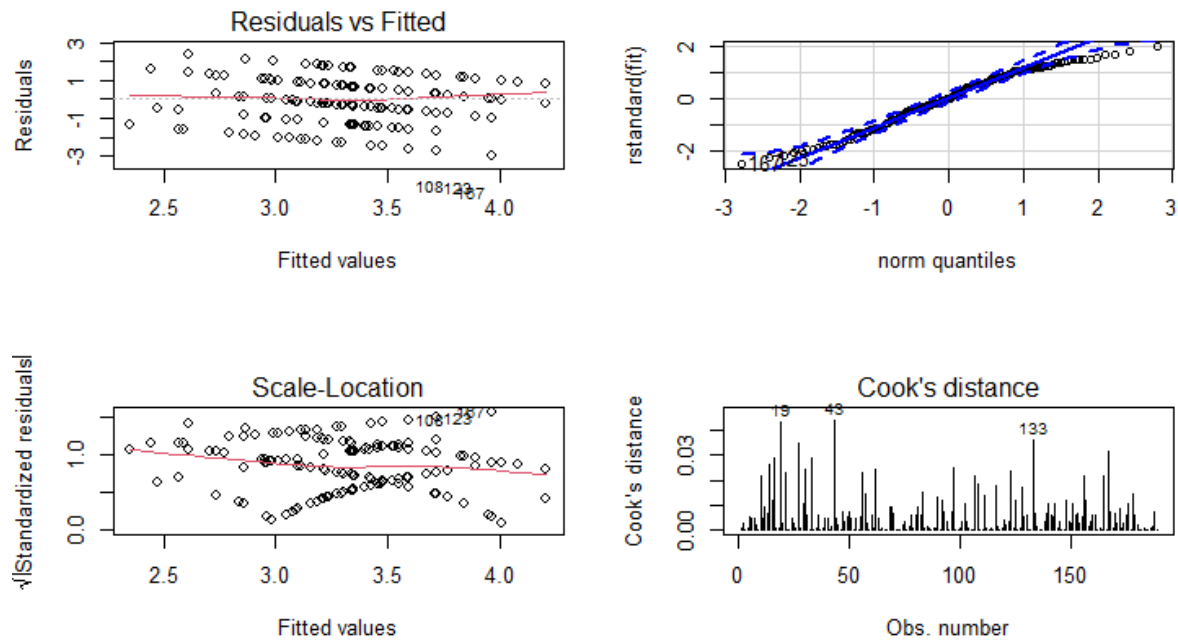
**Purch\_Int ~ Income + Model\_Display: Index\_Cult\_Involv**

Regression Matrix: ( $R^2$ : 0.083 -  $R^2$  ajustado: 0.053)

|                                  | Estimate | Std. Error | t value | Pr(> t ) |
|----------------------------------|----------|------------|---------|----------|
| (Intercept)                      | 2,606    | 0,538      | 4,847   | 0,000    |
| Income2                          | -0,042   | 0,216      | 0,196   | 0,845    |
| Income3                          | 0,493    | 0,248      | 1,988   | 0,048    |
| Income4                          | -0,386   | 0,310      | 1,243   | 0,215    |
| Model_Display1                   | -0,731   | 0,756      | 0,967   | 0,335    |
| Index_Cult_Involv                | 0,183    | 0,137      | 1,333   | 0,184    |
| Model_Display1:Index_Cult_Involv | 0,185    | 0,192      | 0,967   | 0,335    |

Moderation effect (Interaction Model\_Display\*Index\_Cult\_Involv) and Income:

|                                 | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|---------------------------------|---------|---------|---------|---------|--------|
| Income                          | 3,000   | 10,927  | 3,642   | 2,424   | 0,067  |
| Model_Display                   | 1,000   | 0,013   | 0,013   | 0,009   | 0,926  |
| Index_Cult_Involv               | 1,000   | 12,478  | 12,478  | 8,303   | 0,004  |
| Model_Display:Index_Cult_Involv | 1,000   | 1,405   | 1,405   | 0,935   | 0,335  |
| Residuals                       | 182,000 | 273,505 | 1,503   |         |        |



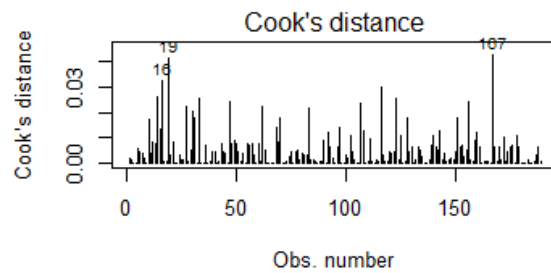
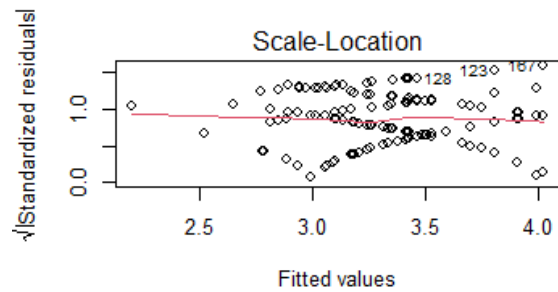
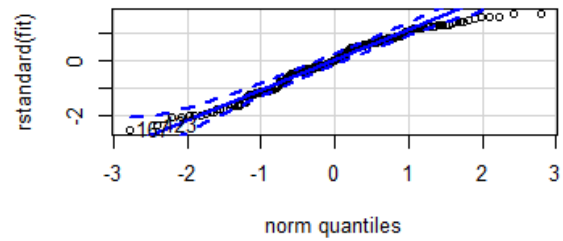
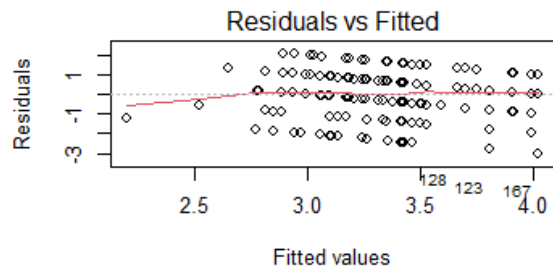
- **Purch\_Int ~ Income + Model\_Display :Score\_COL\_ID**

Regression Matrix: ( $R^2$ : 0.064 -  $R^2$  ajustado: 0.033)

|                             | Estimate | Std. Error | t value | Pr(> t ) |
|-----------------------------|----------|------------|---------|----------|
| (Intercept)                 | 2,531    | 0,575      | 4,400   | 0,000    |
| Income2                     | -0,070   | 0,220      | 0,318   | 0,751    |
| Income3                     | 0,490    | 0,251      | 1,951   | 0,053    |
| Income4                     | -0,361   | 0,313      | 1,152   | 0,251    |
| Model_Display1              | -0,290   | 0,823      | 0,352   | 0,725    |
| Score_COL_ID                | 0,081    | 0,058      | 1,383   | 0,168    |
| Model_Display1:Score_COL_ID | 0,027    | 0,082      | 0,327   | 0,744    |

Moderation effect (Interaction Model\_Display\*Score\_COL\_ID) and Income:

|                            | Df      | Sum Sq  | Mean Sq | F value | Pr(>F) |
|----------------------------|---------|---------|---------|---------|--------|
| Income                     | 3,000   | 10,927  | 3,642   | 2,374   | 0,072  |
| Model_Display              | 1,000   | 0,013   | 0,013   | 0,008   | 0,927  |
| Score_COL_ID               | 1,000   | 7,934   | 7,934   | 5,170   | 0,024  |
| Model_Display:Score_COL_ID | 1,000   | 0,164   | 0,164   | 0,107   | 0,744  |
| Residuals                  | 182,000 | 279,290 | 1,535   |         |        |



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